

REP HEADLINE# 6297439
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
AUG24/12 15.24
*** WFLA-TV ***

ADV # ADV. NAME POLI/C MACK/R/SEN/FL
AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES

566 SOUTH ROUTE 303

BLAUVELT, NY 10913

REP. # OFF. # SALESMAN #
BUYER NAME MARIANNE CAMPBELL

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6297439

CLASS: NATL. LOCAL REGIONAL

PRDCT FRNDS OF CONNIE MACK EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG28/12 AUG30/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE AUG24/12 15.24

REP: NEW ORDER
TTL 7200 @ 6X
PLS CFM
THANKS, MIKE FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
FRIENDS OF CONNIE MACK

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: : LINE# : : : : : : DATE : DATE : /WK : INVT : : SPTS :

1 600A-700A 30 \$1,000.00 8/28 8/30 3 TU-TH 3

PROGRAM : 6A NEWS
CON COM1 : 6A NEWS

2 700A-900A 30 \$1,400.00 8/28 8/30 3 TU-TH 3

PROGRAM : TODAY SHOW
CON COM1 : TODAY SHOW

SEP/12 \$7,200.00

CONTRACT TOTAL \$7,200.00
TOTAL SPOTS 6

8/24/12 FCC (25)

REP HEADLINE# 6297439
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG24/12 15.24
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS:

MARKET TOTALS \$20,571 WFLA 35% WFTS 15% WTSP 10% WTVT 40% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- NOV/11
 DEMOS- RA35+*

REP HEADLINE# 6297439
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP
AUG27/12 10.47
CHANGES *** WFLA-TV ***

ADV # ADV. NAME POLI/C MACK/R/SEN/FL

REP.# OFF.# SALESMAN #

AGY # AGY. NAME MC LAUGHLIN & ASSOCIATES

BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303

SALES PRSN WA- MEGHAN MCGARR (H)

BLAUVELT, NY 10913

ORDER # CONTRACT # 6297439

CLASS: NATL. LOCAL REGIONAL

PRDCT FRNDS OF CONNIE MACK EST#432 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG28/12 AUG30/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG27/12 10.47

REP: UPDATED ACCURATE EST. #

TTL SAME

PLEASE CONFIRM

THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

FRIENDS OF CONNIE MACK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE = AGENCY EST# = 432

NO BUYS TO PRINT

SEP/12 \$7,200.00

CONTRACT TOTAL \$7,200.00
TOTAL SPOTS 6

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	:	:	:	:	:	:	DATE	DATE	:	:	:	:

MARKET TOTALS \$20,571
WFLA 35%
WFTS 15%
WTSP 10%
WTVT 40%
WTOG 0%
WTTA 0%
WMOR 0%
WMOX 0%
WXPX 0%
WWSB 0%
CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- NOV/11
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

McLaughlin & Associates - NY
 566 South Route 303
 Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
 Submission Number 756 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601
PHONE (813) 228-8888

Original

Client: Connie Mack/ R/ Senate/ FL	Submission Cost: 7200	Campaign Ref: E:120827001
Buyer: ..	Client/Product/Estimate: . / /432	Sales Rep: HRP Washington, DC
Schedule Dates: 08/27/12 to 09/02/12	Weeks: 1	Order Ref: 06297439
Est./PO Number: 06297439	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Frnds Of Connie Mack	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/27	Total	Cost
1	M-F 6a News .TWT...	02	1000	30 Comme	Nbr of Spots 3	3	3000
2	M-F 7a Today Show .TWT...	02	1400	30 Comme	Nbr of Spots 3	3	4200
Weekly Totals: Total Spots(Ord Spots)					6	6	

Grand Totals				Month 9 Weeks: 5			
Totals				08/27			
Spots				6			
Cost				7200			

Grand Totals:	Spots: 6
	Gross Total: 7,200.00
	Commission: 1,080.00
	Net Total: 6,120.00



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

48825
McLaughlin & Associates - NY
566 South Route 303
BLAUVELT NY 10913

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: Connie Mack/ R/ Senate/ FL
PROD: Frnds Of Connie Mack

2012
INVOICE DATE 09/30/12 E:120827001
ORDER TYPE Political WFLA
INVOICE NUMBER 0100032698
PAGE 1 BROADCAST MONTH 08/27/2012 - 09/3
SCHEDULE DATES 8/27/12- 9/02/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /432
Desc: 06297439

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 6a News	1000.00	1	3	8/28	TU	06:43A	30	CMFR0823H	1000.00
				8/29	WE	06:29A	30	CMFR0823H	1000.00
				8/30	TH	06:29A	30	CMFR0823H	1000.00
M-F 7a Today Show	1400.00	2	3	8/28	TU	07:56A	30	CMFR0823H	1400.00
				8/29	WE	07:56A	30	CMFR0823H	1400.00
				8/30	TH	07:56A	30	CMFR0823H	1400.00
Total Airtime Gross Spot Revenue:				7,200.00					

PERIOD COST 7,200.00

6 Total Units
ACTUAL GROSS BILLING 7,200.00
AGENCY COMMISSION 1,080.00
NET DUE 6,120.00

Debits .00
Credits .00
SUB-TOTALS .00
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Connie Mack/ R/ Senate/ FL
PRODUCT Frnds Of Connie Mack

INVOICE NUMBER 0100032698
BROADCAST MONTH 08/27/2012 - 09/30
AMOUNT DUE 6,120.00

REMIT TO:

*00227

000048825
McLaughlin & Associates - NY
566 South Route 303
BLAUVELT NY 10913

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



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